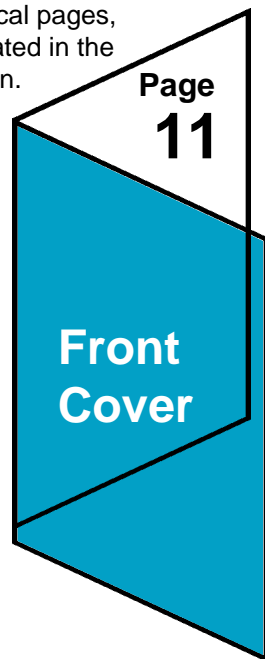


# Instructions for Brochure Assembly

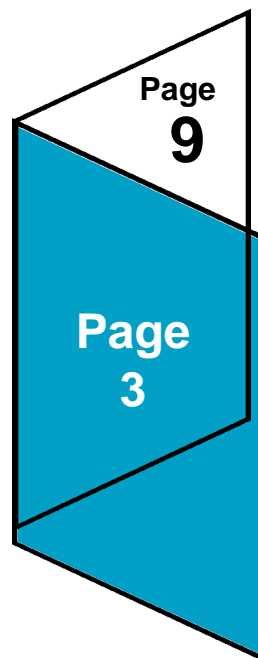
Please read all the instructions carefully before you start printing.

1. Print pages 2 through 7 of this PDF file. These will be called the “physical pages.” You are reading physical page 1.
2. Either by copy machine or printer, physical pages 5 through 7 will need to be printed on the backs of pages 2 through 4.
3. There are page numbers on the brochure to help you with its assembly. Use the illustration below to help you.

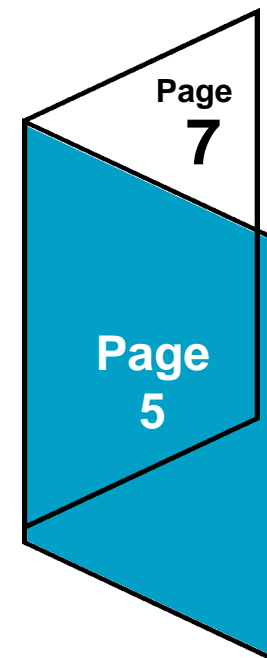
Brochure pages,  
not physical pages,  
are indicated in the  
illustration.



Physical page #2, with  
physical page #5 printed  
on the back.



Physical page #3, with  
physical page #6 printed  
on the back.



Physical page #4, with  
physical page #7 printed  
on the back.



#### Ameritech

Being part of the community means giving back to the community. That's why Ameritech contributes time and money to support programs that improve education, economic development, and quality of life. Our work strengthens the fabric of hundreds of communities we call home.

Every year, more than 10,000 Ameritech employees and retirees volunteer their time to various nonprofit and educational organizations, including those focused on the special needs of people with disabilities and seniors. In 1996, Ameritech contributed over \$25 million in support to over 1,500 nonprofit organizations, primarily in our service region of Illinois, Indiana, Michigan, Ohio and Wisconsin.

A worldwide leader in making communications easy, Ameritech (NYSE:AIT) serves millions of customers in 50 states and 40 countries. Ameritech provides a full range of communications services, including local and long distance telephone, cellular, paging, security monitoring, cable TV, electronic commerce, and on-line services, and more. One of the world's 100 largest companies, Ameritech ([www.ameritech.com](http://www.ameritech.com)) has 66,000 employees, 1 million shareowners, and \$23 billion in assets.

#### The National Council on the Aging

The National Council on the Aging (NCOA) is a center of leadership, innovation, and nationwide expertise in the issues of aging. A private, nonprofit association, NCOA is committed to promoting the dignity, self-determination, well-being and contributions of older people and to enhancing the field of aging through leadership and service, education and advocacy. Founded in 1950, it has a diverse national membership that includes professionals and volunteers, service providers and consumer and labor groups, businesses, government agencies, religious groups, and voluntary organizations.



### THE NATIONAL COUNCIL ON THE AGING

409 Third Street SW Washington, DC 20024-2601

TEL 202 479-6993 FAX 202 479-0735 [www.ncoa.org](http://www.ncoa.org)

## INNOVATIONS IN COMMUNICATIONS TECHNOLOGY



An Invitation to Apply  
for Development Grants  
In the States of Illinois, Indiana,  
Michigan, Ohio, and Wisconsin

Sponsored by



THE NATIONAL COUNCIL  
ON THE AGING

# INNOVATIONS

### Instructions for Letters of Interest:

<b>DUE DATE</b>	May 15, 1997 (Letters must be received by close of business May 15, 1997, at the address listed below.)
<b>FORMAT</b>	Please submit an original letter on organization stationary plus a 3.5 inch IBM-compatible diskette
<b>LENGTH</b>	Three single-spaced pages
<b>CONTENT</b>	Brief description of the sponsoring organization and the proposed project — address the selection criteria listed above.
<b>BUDGET INFORMATION</b>	A detailed, line-item budget is not required for the Letter of Interest. However, one paragraph should discuss the budget needs and estimate the total budget.
<b>APPENDICES</b>	Attachments or appendices (resumes, letters of support, charts, etc.) will not be read by the reviewers; therefore, do not include any attachments or appendices.

*Send Letters to:*

#### **Innovations in Communications Technology**

The National Council on the Aging, Inc.  
409 Third Street SW, Suite 200  
Washington, DC 20024-2601

#### **Timetable**

<b>MAY 15, 1997</b>	Deadline for receipt of Letters of Interest
<b>JULY 1, 1997</b>	Finalists announced and invited to submit proposals
<b>AUGUST 15, 1997</b>	Deadline for receipt of proposals from finalists
<b>SEPTEMBER 15, 1997</b>	Grant awards announced
<b>OCTOBER 15, 1997</b>	Projects start



## **BACKGROUND**

**Approximately 17 percent of all**

**Americans** have a disability. Among those, more than 30 million people have difficulty communicating. Like the general population, more and more people with disabilities are living longer and healthier lives, but many of them experience additional difficulties, including sensory losses that may complicate communication, as they age.

With the use of innovative communication technology, people with disabilities and with sensory losses can overcome such communication barriers and enjoy more fulfilling and productive lives. Such innovations can:

- increase access to essential services;
- facilitate learning and training;
- foster health, wellness, and independent living;
- reduce isolation;
- promote self-advocacy;
- encourage civic participation;
- provide leisure and exercise activity; and
- create an inclusive environment.

Communication tools and technology available today range from alternate dialing and speech enhancement devices, to computers with adaptive technology and voice boards, to improved Internet access and broader use of signing and captioning. Successful technologies are best designed to meet the needs and preferences of end-users and to promote their independence.

### Program Direction and Technical Assistance

The national program office for ***Innovations in Communications Technology***, located at The National Council on the Aging, provides overall direction for the grants program and disseminates information. NCOA will provide technical assistance to the grantees for feasibility studies, program planning, operations, and identifying potential follow-on funding. Program advisory committee members will be available to grantees for consultation on communications technology issues.

### Use of Grant Funds

Grant funds are restricted to project support and may be used for project staff salaries, consultant fees, data collection and analysis, meetings, supplies, essential equipment, and other direct project expenses. A detailed budget is not required for this preliminary application.

Grant funds may not be used to fund medical research, construct or renovate facilities, substitute for funds currently being used to support similar activities, fund ongoing general operation expenses, or pay for existing deficits.

As a condition of accepting grant funds, grantees must meet the NCOA/Ameritech requirements for the submission of final financial and narrative reports. Grantee project directors may be asked to attend two meetings in Chicago and to give progress reports on their projects. At the close of the grant, project directors are expected to provide a written report on the project and its findings, suitable for wide dissemination.

The target population for the program will be older people, people of all ages with disabilities, and their caregivers. These population groups include:

- people of any age with sensory, cognitive, or mobility impairments that cause difficulties with communication;
- older people who need assistance to live independently and maintain productivity; or
- families and/or caregivers of people with disabilities and older people.

Projects funded by Development Grants are expected to begin October 15, 1997, and operate for six to twelve months.

## C PURPOSE

**ommunication is an essential component** of the fabric and quality of our lives. For people with disabilities, technology can greatly enhance communication - both through the creative adaptation of standard technology and the development of new technologies.

### **Innovations in Communications**

**Technology** is designed to improve the quality of life for older people and people with disabilities by fostering the development, adaptation, and use of innovations in communication technology. The program is sponsored by The Ameritech Foundation and The National Council on the Aging (NCOA).

### **Innovations in Communications**

**Technology** will provide Development Grants of up to \$25,000 to one nonprofit organization in each of the five states in Ameritech's primary service region: Illinois, Indiana, Michigan, Ohio, and Wisconsin. The grants will be awarded to fund innovative communications technology projects that benefit older people and people with disabilities. Funds will be used for:

- feasibility studies for new innovations;
- development of technology or communication services;
- creative adaptation of current technology;
- pilot projects;
- increased access to existing technology; or
- services for underserved older adult and disability groups.

## INNOVATIONS IN COMMUNICATIONS TECHNOLOGY

### **Advisory Committee**

#### **Robert A. Bury**

Ameritech

#### **James P. Firman, Ed. D.**

The National Council on the Aging

#### **Cilla Gant**

Illinois Assistive Technology Project

#### **Tamar Heller, Ph.D.**

Institute on Disability and  
Human Development  
University of Illinois/Chicago

#### **Maureen Kaine Krolak**

Communications Technology Specialist

#### **Maralee I. Lindley and Michael Stehlin**

Illinois Department on Aging

#### **Scott Lively, Ph.D.**

Ameritech Human Factors and  
Media Prototyping

#### **Bang Long**

Easter Seal Rehabilitation Center  
of Will Grundy Counties, Illinois

#### **Paul Schroeder**

American Foundation  
for the Blind, Midwest

#### **Gail Schwersenska**

Coalition of Wisconsin Aging Groups

#### **Ralph Young**

Michigan Family Independence Agency

## DEVELOPMENT GRANTS PROGRAM

**Development Grants will foster the innovative use or development of communications technology for older adults and people with disabilities.** Ameritech and The National Council on the Aging will make one grant award of up to \$25,000 to a nonprofit organization in each of the states in Ameritech's primary service region: Illinois, Indiana, Michigan, Ohio, and Wisconsin. This grant is intended to provide an organization with seed money to explore, develop, or enhance a communications technology application. A wide variety of projects will be considered for these grants. Development grants will support:

- Feasibility studies for developing communications technology and/or service innovations - including assessment of technical merit, and/or operational and financial requirements;
- Development of technology or communications services - including design, prototype development, and assembly;
- Creative adaptation of current technology - including design, prototype development, and assembly;
- Pilot projects - including demonstrations of technology and/or service with a target population;
- Increased access to existing technology - through customer orientation/training, and decreasing physical barriers to communications technology;
- Services for underserved groups of older people or people with various disabilities.

### How to Apply

Nonprofit organizations in Illinois, Indiana, Michigan, Ohio, and Wisconsin that wish to apply for an Innovations Development Grant are invited to submit a Letter of Interest by May 15, 1997. The letter should contain a brief description of the proposed project and the sponsoring organization; it should indicate how the project will address the selection criteria listed above. A panel of national and regional experts in communications technology and independent living will evaluate the Letters of Interest and recommend finalists for each state. Finalists will be invited to submit full proposals. Final decisions will be made by the program advisory committee, Ameritech, and NCOA.

Applicants are encouraged to visit the NCOA Web site at [www.ncoa.org](http://www.ncoa.org) to review examples of innovative projects in communications technology.

This brochure is the only material available about this program and includes all the information necessary for application. Potential applicants who have further questions may direct inquiries to:

### Innovations in Communications Technology

The National Council on the Aging, Inc.  
409 Third Street SW, Suite 200  
Washington, DC 20024-2601

Phone: 202-479-6993

Fax: 202-479-0735

E-mail: [innovations@ncoa.org](mailto:innovations@ncoa.org)

## APPLYING FOR DEVELOPMENT GRANTS

### Eligibility

Nonprofit 501(c)(3) charitable organizations (or equivalent), agencies, or institutions are eligible to apply for this grant. Eligible organizations include, but are not limited to:

- providers of services to older people or people with disabilities — agencies on aging, community-based organizations, centers for independent living, home health agencies, adult day services, senior centers, clinics, and rehabilitation and vocational education agencies;
- disability and aging consumer organizations;
- state and local government agencies; or
- university research and training centers.

### Selection Criteria

Letters of Interest will be evaluated according to the following criteria:

- The extent to which the project is innovative and uses communication technologies to improve the quality of life of older people and people with disabilities;
- The size and needs of the target population — extra consideration will be given to those projects serving traditionally underserved disability, ethnic, racial and low-income populations;
- Demonstrated understanding of the technical issues;
- Identification of specific and attainable outcomes;
- Involvement of target population in planning the project;
- Commitment to consumer selection and management of technology and services;
- Utility, cost to consumer, and accessibility of the innovation;
- Reliability of the technology and replicability of the service;
- Ability of the organization to continue the project after the grant ends;
- Project's potential usefulness to people with different disabilities, and project's universality.

Special consideration will be given for projects involving partnerships between disability and aging groups.